



Let's Talk EXTENSION NUTRITION

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For Your Information

GIVING A METHOD DEMONSTRATION IN FOODS WITH SUGGESTIONS FOR USE ON TV

Demonstration is one of the oldest and most effective forms of visual education. It makes at least two impressions - one on the sense of vision and the other on hearing.

Before you can give a successful demonstration you must know your group and its needs. You must know the main point you want to teach and your reason for teaching it to this group. If you are training leaders, think how the main point can be adapted to the group's local conditions. Find out whether the material is available locally. Can a leader repeat this demonstration effectively? Then you can make your plans accordingly.

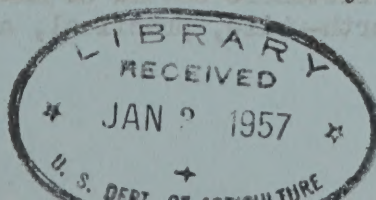
Strive for perfection when you give a demonstration. No one is perfect; but strive for perfection. Know your equipment, have it checked and be sure it is as nearly perfect as possible. Be familiar with all utensils and appliances to be used in the demonstration so that you can use them with ease. The less you have to worry about, the better.

Use familiar, tested recipes so that you can be sure of them. Use recipes that are in proper order. Use notes and recipes openly; don't try to remember the ingredients. If you do, you are likely to forget something and spoil your finished product.

Pointers on personal conduct.—Be sure of yourself. Be able to talk and work at the same time. If you can't do this with ease, practice at home. Whenever you make biscuits, talk to yourself the entire time you're making them. As soon as you stop talking in a demonstration, the audience starts to talk.

Be quick. No one wants to watch a slow demonstration. Be relaxed and your audience will also be at ease. Always be patient. You

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will be asked some questions that seem silly to you, but be sure to answer them willingly and try to keep the group from laughing at the person asking the questions so that she will not be embarrassed.

Always repeat a question so that everyone hears it. Be sincere and tactful. Suggest. Do not dictate. We live in a democracy and let's use democratic methods. In making pie crust, for example, tell the audience that if they do not have good results, they might like to try your way. Then explain why.

Make the demonstration your own personal one. Always put something of yourself into it.

Be friendly in your actions and appearance. Act friendly, be cheerful; laugh with your audience. There are two schools of thought regarding clothes; One favors a white uniform, which is excellent for a demonstration in which you want to look professional; the other favors a sports-type dress or a dress that the housewife would wear in her own kitchen. For a more formal type of demonstration it is better to wear a uniform; for informal demonstrations, a dress. The latter seems to promote a more friendly attitude. Don't wear a lot of jewelry. Include the group in your demonstration. Ask them if you've forgotten anything or ask them to help you count. When you've handed out recipe sheets, indicate the recipe you're using, so that they all find it at one time and do not have to look while you are talking.

Tell personal stories. Audiences love to hear about your husband if you have one. If you don't, tell stories about your mother, father, sister, or brother or even a friend.

You must like your work. If you like what you're doing, the group will enjoy watching you. Of course there is always some tension, but if the demonstration is well planned and sufficient time is allowed for preparation, there should be nothing to worry about.

Be able to "take it." Demonstrations are hard and unusual situations do arise. Children run around the tables; cats rub your legs. Don't let these situations bother you. If possible, have someone else to take care of them.

Planning the demonstration.-- To give a smooth demonstration you must have a plan and follow it. First, decide on a subject that is important, and the people who are to see the demonstration. Next, plan the demonstration. The following outline may be helpful:

1. Introduction.

The introduction or first part of the demonstration must attract attention. The listeners should be made to feel that the subject is important, worth-while, practical, and valuable. In an indi-

vidual demonstration, the demonstrator introduces herself and gives the name of her club. Make the introduction short.

2. Main part of the demonstration.

Start working; then build in explanation. Make the explanation fit the action. For each step, tell what is being done, how it is being done, why this method is being used, and perhaps something about the material or equipment used.

If you write your demonstration, talking it will help you to remember the material. Be sure to use your own words. Do not memorize the talk. Material memorized never sounds convincing.

Arrange the demonstration so that processes follow one another in logical order.

All steps must be demonstrated. If part of the demonstration has been done ahead of time, explain what happened. If a demonstration shows the making of a product, be sure to show the finished product.

3. Conclusion.

The conclusion is a summary of important points. The demonstration table is cleared except for the finished product. Display the product in an attractive manner. A good-looking tray or cloth helps. If a food is prepared, it is well to serve samples of it. If you serve samples be prepared to serve the food attractively. If you have prepared a food, it is a good idea to pass out the recipes.

Plan the recipes you want to use.--Then test and taste these recipes. Some foods look good but don't taste good. Be sure to specify such things as the size casserole or pie plate.

After you have made out your recipe sheet, make a procedure sheet. On this list the foods in the order in which you are going to demonstrate them, starting with the ones that cook the longest. Then on the procedure sheet, after each item to be demonstrated, write exactly what is to be done ahead of time, the utensils that will be needed, the mixer if one is necessary, the range features to be used, the heat, and the time involved.

Trays of materials for use in preparing different recipes should be ready in proper sequence. Plan to put on each tray as many of the things used in demonstrating that particular recipe as possible, and in the order in which they are to be used. Wrapped materials should be easy to open.

This planning may seem like a lot of work, but it does make the demonstration easier for you and results in a smoother presentation. If you ever have to repeat the demonstration, it will be much simpler to refer to your plan than to start again from scratch.

When planning the demonstration, make out a market order listing the food you need to order and the food you have on hand.

Giving the demonstration— Be sure that the audience can see and hear you. In giving a demonstration the voice should be pitched low and be pleasingly modulated. A direct conversational tone is usually effective, and the voice should be heard by all in the audience. Talk to the audience. Try never to turn your back on the audience, but if this is necessary, don't talk while you are doing it. Keep your voice from dropping at the end of a sentence, because that practice can prove annoying. Correlate your action with your talk. Plan so the longer explanations are given during action that takes more time.

Have an intermission if the demonstration lasts over three-fourths of an hour. Make the demonstration look easy, so that the group will want to go home and try what you've done. They won't be interested if the demonstration appears hard. Make it look like fun and really make it fun. Keep your work table clean and neat. Have extra utensils such as extra measuring cups and spoons, etc., in the drawer; a damp cloth and paper towels on the table.

Measure some of the ingredients ahead of time and explain that you did this because it would take too long to measure every cup of sugar in front of the audience. Show every step of the recipe, or explain if it is necessary to do it, in advance. If you are making something "tricky", then make at least one sample in front of the audience. Have some things made ahead of time if they must cool.

Use charts, slides, and movies to aid in the demonstration. If possible, give small charts to take home.

Bring the demonstration to a close by summarizing and stating its purpose. Display the food and ask if there are any questions. Serve the food. Have an open mind. Go to other demonstrations. You might see something you want to use, or you might find something you don't want to use. Listen to the suggestions from the audience. Often they have some good ideas.

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Hints for Planning TV Demonstrations

Before planning your TV program--

1. Find out the kind of audience you'll have--men, women, or children. This will undoubtedly depend on the time of day. If it is noon, or early afternoon, plan for women; later afternoon and early evening, plan for children; evening, plan for men and women.
2. Gear conversation to one person or small group. In this way, it will seem to everyone listening, that you are visiting especially with him.
3. Get to know your camera, cameraman, and director. They are the go-between for you and your audience, and can help you give the interesting twists to your presentation. Getting acquainted with the camera insures confidence and ease during the program.
4. Familiarize yourself with your TV kitchen and working area. This makes it easier to plan your program accurately.
5. Check with the director on the type of rehearsal used. If it is "live," plan to duplicate the demonstration, because this type of rehearsal means performing as though you were actually on the air. Check also on rehearsal time, and give yourself plenty of time to get set up for rehearsal.
6. Check on available equipment. Make lists of necessary additions. You might want to dress up your kitchen a little to make it "homey" and give it that "lived in" look. This adds interest, and gives a finished appearance to your program.
7. Make sure that you know exactly how long you are participating on the program and what the breaks are.
8. Have all white kitchen appliances sprayed a pale gray or pale blue. Spray liquid wax on chrome appliances to avoid glare.
9. Know how soon before the program you are permitted on the set. This is important when you are planning how you want to "set up" for a program.
10. Check the approximate number of your audience so that you can plan for mail response, and have recipes to meet requests. Give your mail a personal touch, although recipes may be mimeographed.
11. Have all appliances checked every time you perform, shortly before going on the program.

In planning your program--

1. Make it simple. Strive for recipes with few steps.
2. Try to show the finished product at the beginning and end of the program.
3. Plan for the work-a-day world casseroles, quick desserts, and short cuts.
4. Give "special-day" programs far enough in advance, so that requests for recipes can be received and recipes mailed in plenty of time for use.
5. Plan to use your program full-time; but if it has to be cut, an idea can be omitted without disrupting the entire program. Always have an extra idea.
6. Try to plan a complete meal; at least plan to show related foods together, such as entree, salad, and dessert; or dessert and beverage.
7. Place less food on a plate than would be served normally. The camera makes a portion appear more generous. This applies also to garnishes, so go sparingly.
8. Strive for color and texture contrast but avoid sharp contrast, as light objects look lighter when placed next to extremely dark objects, and dark objects look darker.
9. Have enough props to give a finished look to your recipe. They are important. Try to vary your props in order to avoid monotony for your audience. Avoid too busy a pattern.
10. Prepare all the obvious things before the program--chopping food, whipping cream, opening cans, loosening bottle caps, having spices ready-measured and meat browned.. Then be sure to mention that this has been done and give the measurements of food. Keep the program moving fast.
11. In planning your program, avoid noise if possible. Try not to use the following equipment: Electric mixers, rotary beaters, minute minders, singing tea kettles, paper toweling, waxed paper, and metal spoons. If you have to use mixers, beaters, or minders, place them on two or three thicknesses of dish toweling and use the lowest speed possible on an electric mixer. Incorporate the following ideas whenever possible: Loosen springs on oven doors, oil rollers on kitchen drawers, use rubber spatulas, use wire whips instead of a rotary beater, use wooden spoons instead of metal spoons, use damp cloth instead of paper toweling, and use transparent plastic sheets instead of waxed paper.
12. Work in household hints whenever possible so that the audience learns at least one new thing.

13. Use useful gadgets and point out their value for shortening housework.
14. Glass utensils are excellent because the audience can see the food better. Shallow or wide-mouthed bowls are best for camera shots.
15. Make sure that the oven holds all the food you want to place in it, and place the food in the oven so you can take it out in proper sequence.
16. The use of trays for each recipe makes for a neater, faster moving program. Place the trays in sequence for use in program. When using a tray during the program, place it on the table in the best position for viewers, so that they can see what you are doing.
17. Use custard cups for small amounts of ingredients. They are neater and easier to handle.
18. Plan your program with the stage crew in mind. Be prepared to share with them food prepared on the program.
19. If you are a guest, send your program outline to the hostess far enough in advance to give her an opportunity to check the equipment, confer with the director and cameraman, and supply herself with information, so that she can make her own introduction and summary to your program, or, if she is participating, too, to tie the program together.
20. If you are planning a weekly or daily program do so well in advance. Some plan as far as 6 weeks ahead.
21. Plan your program so that you can work in as small an area as possible. Avoid any quick or unannounced movements. Give the director verbal cues before changing position.
22. Plan to talk less than when giving your regular platform demonstration--and talk slowly.

Consider your personal appearance--

1. Choose simple cotton dresses with sleeves, and avoid too-low a neckline. Soft pastels usually are best. Bold plaids, medium or large checks, flowered or print dresses, or fussy dresses are taboo. Choose a dress that is fairly loose fitting, is easy to move in, and looks comfortable. It will appear more becoming to the audience. Select dresses that are easy to don; button-down-the-front dresses are always good.
2. Dress simply. Leave jewelry, except your wrist watch, at home, especially any that may reflect glare in the camera.

3. Comb your hair just before you appear in order to catch any stray looks. Keep hair shampooed and set it to be as becoming as possible. Untidiness is irritating to viewers.

4. Maintain immaculate nails. Medium to light nail polish is good because it accentuates contrast in hands. Avoid the lustrous type of polish (any that might cause glare). If hands have tendency to show veins, use make-up on them.

5. Let the make-up artists determine your make-up.

6. Bleach unsightly hair on arms and face. Ask your druggist for directions.

During rehearsal—

1. Make notes of any changes in the program.

2. Be fully acquainted with the camera to insure ease during the program.

3. Check any shots about which there may be some doubt as to setting and props.

Before the program—

1. Check and recheck trays.

2. Check all appliances to make sure that they are operating properly.

3. Assemble extra equipment for emergency.

4. Set up paper cups and plates so that the crew can taste the food after the program.

5. Allow ample time for make-up.

6. If another program is on in the studio, be as quiet as possible. And above all, be careful where you walk, you might accidentally walk before a "live" camera.

7. Get to the studio early enough to give yourself plenty of time to set up your equipment.

During the program—

1. Be enthusiastic about your subject. Cameras are sensitive and convey attitudes very well.
2. Avoid overtalking. Use short sentences.
3. Accidents happen. If one does happen consider it as a joke and keep going. The chances are that it will be funny, anyway.
4. Be yourself, work in a little humor. Avoid developing a special TV personality.
5. Try to move slowly and give the director a verbal cue before changing position.
6. Use as small a working area as possible, and have your materials as close as possible without cluttering space.
7. Never eat on your own program. Offer tastes to any guests.
8. Think of one person or a small group, and talk only to them. This gives a personal touch. Talk mostly into the camera while you conduct the demonstration.
9. Ask for occasional close-ups on face. The audience likes to know who you are.
10. Speak with inspiration, women need it. One purpose of the demonstration is to inspire women to take pride in their job of home-making.
11. When showing finished recipes, hold the subject still long enough for audience to get a good look.
12. Give the ingredients and method of a recipe as you prepare it; repeat the recipe after you have completed it. If possible, show a card in close-up listing ingredients.
13. Work toward the camera. Tip bowls toward the camera. Keep hands out of the way of the camera. Practice this. Be graceful.
14. Keep your head up so that the overhead "mike" has a better pick-up.
15. Talk to the right camera. When a close-up camera is on your subject of preparation, talk into the opposite one (the one with red lights on), so that when the director switches cameras you don't have to change your face direction.

16. While not performing, be very quiet, noise not only distracts other performers, but sensitive mikes magnify all noises.

17. Check on arrangements for time signals.

After the program--

1. Feed the crew.

2. Be sure your working area is spotless when you leave.

3. If you are a guest, (1) if viewers are given an opportunity to write in for recipe material, make arrangements to have their requests handled promptly, (2) wait until the program is all over before packing.

Don't let anything bother you.

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